

JEFF JACKSON

DESIGNER / DEVELOPER

becomingdesign.com

BECOMING  DESIGN

EXPERIENCE

2006 - PRESENT | CHARLOTTE, NC

DESIGNER / DEVELOPER

BECOMING DESIGN

Small Freelance business where I'm responsible for all aspects of running the business. I maintain client relations, design / develop web & print products.

JUL. 2008 - JAN. 2014 | CHARLOTTE, NC

UX DESIGNER

AMERICAN CITY BUSINESS JOURNALS

Worked primarily for The Business Journals publication as a Web Designer & UX Designer. Worked on a wide range of projects including vertical sites, large and small special site sections, audience development initiatives, email template design & development, day-to-day maintenance, special sponsored sections and improving the functionality and user experience of the existing 43 market websites. Worked with a group of UX Designers in an agile design / development environment.

HIGHLIGHTS:

- Lead Designer / Front-End Developer for the technology blog Techflash which I won a company Pinnacle Design Award for the creation of the logo
- Lead Designer / Developer for the redesign of the corporate acbj.com website
- Lead Designer / Front-End Developer for their national online advertising network platform CityBizNetwork.com website

2003 - JUL. 2008 | CHARLOTTE, NC

SENIOR WEB DESIGNER

PRO SYSTEMS INC.

Worked directly with the management team and our clients to strategically provide online solutions to their business needs. Responsible for all design & front-end development plus established a successful content & brand strategy approach that helped our clients define and better understand their businesses principle.

PHONE:

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LINKEDIN:

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SKILL SET

MARKET RESEARCH, CONCEPT EXPLORATION, CONTENT STRATEGY, INFORMATION ARCHITECTURE, REQUIREMENT SCOPE, PRODUCT DEFINITION, ART DIRECTION, USER-CENTRIC DESIGN, WIRE-FRAMING, PROTOTYPING, GRAPHIC | WEB | MOBILE DESIGN, UI/UX DESIGN, RESPONSIVE DESIGN, HTML5/CSS3, JQUERY, WORDPRESS THEME DEVELOPMENT, FRONT-END OPTIMIZATION, SITE PERFORMANCE, USABILITY TESTING, SEO STRATEGIES, CONTENT & LAYOUT TESTING, ADOBE CREATIVE SUITE

EDUCATION

DEC. 2002 | CHARLOTTE, NC

THE ART INSTITUTE OF CHARLOTTE
WEB DESIGN CERTIFICATE

JUN. 2000 | RALEIGH, NC

SCHOOL OF COMMUNICATION ARTS
GRAPHIC DESIGN CERTIFICATE

DEC. 1997 | WILMINGTON, NC

UNIVERSITY OF NORTH CAROLINA
AT WILMINGTON

BACHELOR OF ARTS DEGREE,
ENGLISH LITERATURE

** For more information about me, please visit my website at becomingdesign.com*

** References available upon request*